

## Message Text

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PAGE 01 ROME 12327 291037Z  
ACTION EUR-12

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R 290847Z JUL 77  
FM AMEMBASSY ROME  
TO USIA WASHDC  
USINFO WASHDC  
SECSTATE WASHDC 6181

UNCLAS ROME 12327

STATE PASS AGRICULTURE ELECTRONICALLY

USIAC

USIA PASS IIP/F

STATE FOR EUR/P (SEIDNER)

E.O. 11652: N/A  
SUBJ: ASSISTANCE FOR ITALIAN TELEVISION COVERAGE ON AGRICULTURAL  
SUBJECTS

1. ITALIAN TELEVISION (RAI) TEAM IS PLANNING TO VISIT THE UNITED STATES DURING AUGUST TO OBTAIN MATERIAL FOR SERIES OF PROGRAMS ON AMERICAN AGRICULTURE. TEAM WILL BE HEADED BY DOTT. GIOVANNI MINILI, ASSISTED BY DOTT. ALDO BRUNO. THEY WILL BE AIDED BY MR. SEVILLE RYAN WHO IS A FREE-LANCER FOR RAI CORPORATION, NEW YORK, WHICH IS AIDING IN MAKING ARRANGEMENTS FOR THE VISIT. MINOLI PRODUCES A WEEKLY PROGRAM ON AGRICULTURAL FOR THE NATION'S MAJOR TELEVISION NETWORK, AND FOR THE NEXT SEASON WILL ALSO BE PRODUCING ONE FULL LENGTH SPECIAL FOR AIRING EACH MONTH.

2. THE TEAM DESIRES TO CONCENTRATE ITS EFFORTS ON TWO MAJOR THEMES DURING ITS AMERICAN VISIT: 1) TECHNOLOGY IN AMERICAN AGRICULTURE AND 2) FOOD SUPPLY AS AN ELEMENT IN THE FORMULATION  
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AND CONDUCT OF FOREIGN POLICY. BRUNO WILL BE ARRIVING IN THE U.S. ON AUGUST 6 AND WOULD PLAN TO CONTACT THE FOREIGN PRESS CENTER IN WASHINGTON ON OR ABOUT AUGUST 8. MINOLI WILL BE ARRIVING AUGUST 16. THEY WILL REMAIN IN THE U.S. UNTIL THE END OF AUGUST.

3. SPECIFIC PROGRAM INTERESTS FOR THEME OF TECHNOLOGY IN AGRICULTURE ARE AS FOLLOWS:

- A. USE OF SATELLITES FOR AGRICULTURAL PURPOSES--PROPOSED VISIT TO LANDSAT CENTER, HOUSTON;
- B. ANIMAL HUSBANDRY--POSSIBLE VISIT TO AGRICULTURAL RESEARCH INSTITUTION IN MIDDLE WEST;
- C. USE OF ENERGY IN AGRICULTURAL DEVELOPMENT;
- D. ORGANIZATION OF LARGE-SCALE FARMS--POSSIBLE VISITS TO LARGE FARM OPERATIONS IN MIDDLE WEST;
- E. BIOPROTEIN UTILIZATION IN AGRICULTURAL DEVELOPMENT--VISITS TO AGRICULTURAL RESEARCH CENTER AT BELTSVILLE, MARYLAND, AND TO APPROPRIATE DEPARTMENTS AT UNIVERSITY OF CALIFORNIA AT DAVIS;
- F. CONTROL OF AGRICULTURAL LAND UTILIZATION IN AMERICA INCLUDING OPERATION OF LAND BANK PROGRAM.

4. THE TEAM HAS THE FOLLOWING SPECIFIC PROGRAM INTERESTS FOR THEME ON FOOD SUPPLY AS AN ELEMENT IN THE FORMULATION AND CONDUCT OF FOREIGN POLICY. THEY WOULD LIKE TO INTERVIEW IF POSSIBLE SECRETARY OF AGRICULTURE BERGLAND, ENERGY COORDINATOR JAMES SCHLESINGER AND NATIONAL SECURITY ADVISOR ZBIGNIEW BRZEZINSKI. OTHER POSSIBILITIES FOR INTERVIEWS WOULD BE HOUSE AGRICULTURAL COMMITTEE CHAIRMAN THOMAS FOLEY, REPRESENTATIVE DONALD FRASER (HOUSE INTERNATIONAL RELATIONS COMMITTEE), UNDER SECRETARY OF STATE FOR ECONOMIC AFFAIRS RICHARD COOPER AND ASSISTANT SECRETARY OF STATE FOR INTERNATIONAL ORGANIZATION AFFAIRS C. WILLIAM MAYNES. TEAM UNDERSTANDS THAT FOR A VARIETY OF REASONS MANY OF THE ABOVE MIGHT NOT BE AVAILABLE FOR INTERVIEWS DURING SECOND HALF OF AUGUST. HOWEVER, IT FEELS INTERVIEWS WITH

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RESPONSIBLE POLICY MAKERS ARE IMPORTANT FOR DEVELOPMENT OF TELEVISION PROGRAM, AND THEREFORE WOULD WELCOME ALTERNATE SUGGESTIONS.

5. IN CONNECTION WITH FILMING OF SUBJECTS ON THEME OF TECHNOLOGY, TEAM IS INTERESTED IN BEING PUT IN CONTACT WITH STATE OR LOCAL AGENCIES, PARTICULARLY IN CALIFORNIA AND IN THE MIDDLE WEST, WHICH MIGHT BE ABLE TO SUPPLY OCCASIONAL TECHNICAL ASSISTANCE IN FILMING (PARTICULARLY AERIAL SHOTS) IN RETURN FOR APPROPRIATE CREDIT DURING ACTUAL TV SHOWING.

6. VISIT OFFERS THE OPPORTUNITY TO CONTRIBUTE TO PROGRAMMING WHICH WILL REACH A SIZABLE PORTION OF THE ITALIAN TV AUDIENCE, ESPECIALLY IN LIGHT OF THE IMPORTANCE OF AGRICULTURE TO THE ITALIAN ECONOMY. ACCORDINGLY, WHATEVER ASSISTANCE WHICH WE ARE ABLE TO GIVE TO THIS EFFORT SHOULD PAY DIVIDENDS TO US. BRUNO AND MINOLI HAVE BEEN GIVEN THE NAME AND TELEPHONE NUMBER OF FOREIGN PRESS CENTER CHIEF KOHL AS POINT OF CONTACT.

SHIRLEY

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## Message Attributes

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